



BOLDER VISION FOR STUDENT SUCCESS

Participate in Achieving the Dream's
DREAM 2021 Annual Conference

Advancing Student Success:

Connect with more than 2,300 college presidents, faculty, staff and policy makers through sponsorships and advertisements.



DREAM2021

ACHIEVING THE DREAM ANNUAL CONVENING

17th Annual Convening: February 16-19, 2021

ATD has been bringing together community college leaders, content experts, policy makers, and thousands of practitioners in an annual convening designed for interactive learning and networking for 16 years. For 2021, ATD has developed a new, immersive virtual experience that includes plenary sessions with critically acclaimed artists, scholars, educators and activists; breakout sessions with higher education thought-leaders and practitioners; opportunities for peer learning with network colleges; and virtual exhibitions.

Five Core Themes

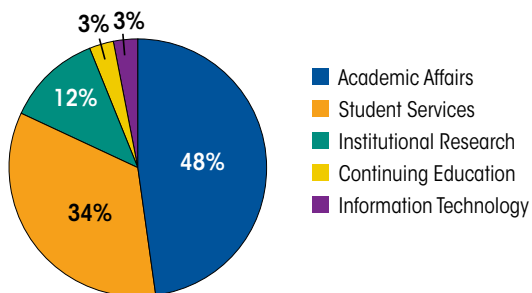
- ▶ **Anchoring a bold, new access agenda:** by creating on ramps for adult learners, disconnected youth, and unique populations to achieve socioeconomic mobility in the communities the college serves.
- ▶ **Centering racial equity:** by being intentional and action-oriented in removing racial inequities that impede social justice.
- ▶ **Fostering teaching and learning excellence:** by creating new opportunities for professional development and leveraging evidence-based practices that support student learning.
- ▶ **Leveraging our localness:** by developing innovative partnerships that build thriving and equitable communities.
- ▶ **Listening in new ways in the age of big data:** by embedding resilience, sensemaking, and agility into the culture of our institutions and radically moving the student voice into the middle of redesign.

2021 Geographic Representation

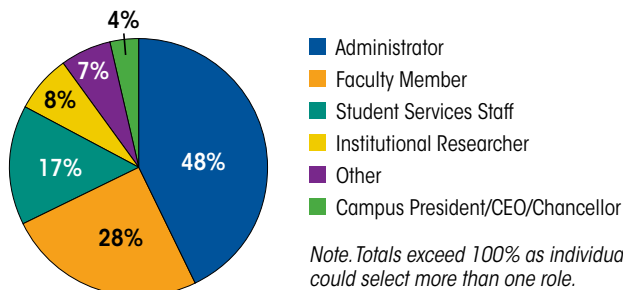
Achieving the Dream’s Annual Conference draws attendees from 48 states, the District of Columbia, New Zealand, and South Africa.



College Functional Areas Represented at DREAM



Roles of DREAM Attendees



Sponsorship Packages

TITLE SPONSORSHIP - (One sponsorship available at this level)

- ▶ Four (4) DREAM 2021 registrations plus 25% Discount on additional registrations
- ▶ Name recognition & logo as title sponsor on Opening Plenary Session
- ▶ Name recognition & logo as title sponsor on all Spotlight Sessions-Five (5) one hour sessions
- ▶ Name recognition & logo as title sponsor on Welcome Networking Activity with a 2 minute speaking role
- ▶ One (1) 30-minute innovative collaborative session with a community college
- ▶ One (1) booth in virtual Expo for the duration of the event
- ▶ Access to attendee list pre and post event (mailing addresses only)

Brand Recognition via:

- Hyperlinked sponsor logo displayed prominently on DREAM Registration website
- Hyperlinked sponsor logo displayed prominently in Sponsor Section of DREAM event platform
- Sponsor recognition as Title Sponsor throughout event
- Social Media with your company logo
- Sponsorship Level listed on ATD e-blasts to attendees prior to the DREAM 2021
- Logo included in all DREAM participant emails throughout the event

PLATINUM SPONSOR \$10,000 (Two sponsorships. One opportunity sold)

- ▶ Four (4) DREAM 2021 registrations plus 25% Discount on additional registrations
- ▶ Exclusive name recognition as sponsor of Opening or Closing Plenary (1)
- ▶ Sponsor of one (1) Spotlight Sessions*
- ▶ Sponsor of the Welcome Networking activity*
- ▶ Sponsor of one (1) Concurrent Session (Topic TBD)
- ▶ Sponsor one (1) Break - featuring your company's logo
- ▶ One (1) 30-minute innovative collaborative session with community college
- ▶ One (1) Expo booth in virtual exhibit hall for the duration of the event

Access to attendee list pre and post DREAM2021

Brand Recognition via:

- Hyperlinked sponsor logo displayed prominently on DREAM Registration website
- Hyperlinked sponsor logo displayed prominently in Sponsor Section of DREAM event platform
- Social Media with your company logo
- Sponsorship Level listed on ATD e-blasts to attendees prior to the DREAM 2021
- Logo included in all DREAM participant emails throughout the event

Sponsorship Packages

GOLD PACKAGE \$7,500 (Two available opportunities)

- ▶ Three (3) DREAM 2021 registrations, plus 25% Discount on additional registrations
- ▶ Sponsor one Plenary Session (excluding opening or closing)*
- ▶ Sponsor of 1 (one) Spotlight session*
- ▶ One (1) 30-minute innovative collaborative session with community college Sponsor one (1) Break - featuring your company's logo
- ▶ One (1) Expo booth in virtual exhibit hall for the duration of the event
- ▶ Access to attendee list pre and post DREAM 2021

Brand Recognition via:

- Hyperlinked sponsor logo displayed prominently on DREAM Registration website
- Hyperlinked sponsor logo displayed prominently in Sponsor Section of DREAM event platform
- Social Media with your company logo
- Sponsorship Level listed on ATD e-blasts to attendees prior to the DREAM 2021
- Logo included in all DREAM participant emails throughout the event

SILVER PACKAGE \$5,000 (Ten available opportunities)

- ▶ Two (2) DREAM 2021 registrations, plus 25% Discount on additional registrations
- ▶ Exclusive name recognition as sponsor of one (1) Concurrent Session (60 Minutes)**
- ▶ One (1) Expo booth in virtual exhibit hall for the duration of the DREAM 2021
- ▶ Access to attendee list post DREAM 2021

Brand Recognition via:

- Hyperlinked sponsor logo displayed prominently on DREAM Registration website
- Hyperlinked sponsor logo displayed prominently in Sponsor Section of DREAM event platform
- Social Media with your company logo
- Sponsorship Level listed on ATD e-blasts to attendees prior to the DREAM 2021
- Logo included in all DREAM participant emails throughout the event

*Available pending confirmation of Title Sponsor. **Only one sponsor allowed per session.

Sponsorship Packages

SUPPORTER PACKAGE \$2,500 (Ten available opportunities)

- ▶ One (1) DREAM 2021 registration
- ▶ Exclusive Sponsor of One (1) Lightning Learning session (30 Minutes)
- ▶ One (1) Expo booth in virtual exhibit hall for the duration of the event

Brand Recognition via:

- Hyperlinked sponsor logo displayed prominently on DREAM Registration website
- Hyperlinked sponsor logo displayed prominently in Sponsor Section of DREAM event platform
- Social Media with your company logo
- Sponsorship Level listed on ATD e-blasts to attendees prior to the DREAM 2021
- Logo included in all DREAM participant emails throughout the event

EXHIBITOR - \$1,000 (Multiple Opportunities)

Brand Recognition on:

- Hyperlinked sponsor logo displayed prominently on Registration website
- One display booth in virtual exhibit hall for the duration of the DREAM 2021

Additional Opportunities (Available on a First Come Basis)

- ▶ Leah Myer Austin Award Donor - \$25,000 (2 available)
- ▶ Sponsor the DREAM Scholars - \$8,000 (8 scholarships)
- ▶ Sponsor the DREAM Scholar Books and Technology Kit - \$15,000
- ▶ Exclusive Sponsor of the post-event survey email - \$5,000
- ▶ Sponsor one Spotlight Session - \$2,500
- ▶ Online registration sponsor - \$2,500 - includes a custom video message from sponsor
- ▶ Sponsor a Break featuring your company's logo - \$1,000
- ▶ Sponsor a DREAM studios Session - Pre-conference Workshop - \$1,000 (4 available)
- ▶ Networking Activity Prize Sponsor - \$500 (4 Available)

**For more information about sponsorship options please contact:
Dayna Gilliard at dgilliard@achievingthedream.org or 240-450-3805**

DREAM 17th Annual Conference					
	Tuesday, February 16	Wednesday, February 17	Thursday, February 18	Friday, February 19	
10:30 a.m.				Special Meetings by Invitation Only (10:30 a.m. -3:00 p.m. ET)	RELA Orientation for Equity Academy Colleges by Invitation Only (Noon-2 p.m. ET)
11:00 a.m.	DREAM Studios (11:00 a.m.-1:00 p.m. ET)				
11:15 a.m.					
11:30 a.m.					
11:45 a.m.					
12:00 p.m.					
12:15 p.m.		Plenary Sessions (Noon-1:15 p.m. ET)	Plenary Session (Noon-1:15 p.m. ET)		
12:30 p.m.					
12:45 p.m.					
1:00 p.m.					
1:15 p.m.			Visit Our Sponsors (1:15-1:45 p.m. ET)		
1:30 p.m.	Opening Plenary and LMA Award (1:30-3:00 p.m. ET)	Concurrent Sessions (1:30-2:30 p.m. ET)	Concurrent Sessions (1:45-2:45 p.m. ET)		
1:45 p.m.					
2:00 p.m.					
2:15 p.m.					
2:30 p.m.			Visit Our Sponsors (2:30-3:00 p.m. ET)		
2:45 p.m.					
3:00 p.m.		Lightning Learning (3:00-3:30 p.m. ET)	Lightning Learning (3:00-3:30 p.m. ET)		
3:15 p.m.	Spotlight Sessions (3:15-4:15 p.m. ET)				
3:30 p.m.					
3:45 p.m.					
4:00 p.m.		Concurrent Sessions (3:45-4:45 p.m. ET)	Closing Plenary (3:45-5:00 p.m. ET)		
4:15 p.m.	Welcome Networking Activity (4:15-4:45 p.m. ET)				
4:30 p.m.					
4:45 p.m.					
5:00 p.m.					

New This Year: Dream Studios!

Tuesday, February 16, 11:00 am - 1:00 pm

- ▶ Community Colleges as Engines for Upward Mobility and Community Vitality
- ▶ Diving into the Postsecondary Data Partnership (PDP) Dashboards for Decision Support
- ▶ Building a Culture of Teaching & Learning Excellence
- ▶ Understanding the K-12 Landscape to Build Rigorous Postsecondary On-ramps for Non-traditional Students



Achieving the Dream™

Since 2004, Achieving the Dream has helped hundreds of colleges and millions of students achieve their goals of success. Informed by research and more than 15 years of practice with institutions of varying demographics, sizes, and contexts, ATD has helped them:

- Enable institution-wide systems and culture change
- Anticipate necessary changes in college structures and processes
- Envision the ideal student experience
- Plan how to engage stakeholders in making the case for change
- Prioritize the barriers to student success
- Beta-test strategies for improvement
- Share evidence-based strategies for change
- Track implementation progress and impact of change initiatives

